

# Mii Promo; Putting marketing power back in the hands of the Independent Retailer

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Markadis, Europe's most progressive company in the card payments sector has launched Mii-Promo, a powerful transaction-based marketing tool for independent retailers and challenger brands that drives sales and encourages customer loyalty.

Uniquely, Mii-Promo uses customers' existing debit and credit cards to register and operate, so there is no requirement for expensive loyalty card schemes that independent retail businesses can rarely afford and often are very ineffective. In addition, the suite of data marketing tools that is the very back bone of Mii-Promo can monitor buying trends and customer behaviour to highlight and capture opportunities for the individual retailers.

Markadis' approach to retail partnerships is based upon flexibility and agility. The Mii-Promo marketing tool-kit levels the playing field for independent retailers by providing a real connection between the retailer and the customer to enhance the shopping experience on an individual level. Designed to increase communication and understanding between the retailer and their customer base, it brings increased sales and a more open relationship without the need for investment in new point of sale technology or exhaustive back end data manipulation.

Commenting on the announcement, Adrian Cannon Managing Director of Markadis said, "For over 15 years now, independent retailers have been fighting impossible odds against the marketing power that big brands have at their disposal. If you then add in the additional challenges presented by most high street locations, for example, limited or expensive parking, you can see why customers are pulled back to large out of town retail parks when many actually want to support local business. Mii-Promo's launch herald's a new phase in the relationship between customers and retailers by putting marketing power to drive sales and loyalty back in the hands of independent retailers."

"By using technology that was previously not available to independent retailers, Mii-Promo generates customer profiles based upon real activity and then helps the retailer reach out to this profile in a personal way. Markadis' expertise can drive loyalty, retail spend and the frequency of visits and will revive the personal relationships that have been the hallmark of independent retailing," concluded Cannon.

Working with Mii-Promo, marketing is targeted and personal, specific to the retailer and their customer, and Markadis technology uses big business data management techniques to give independent businesses the power of effective relationship marketing. The system itself is extremely simple to set up and use, with low start-up costs and packaged pricing to suit every budget and every customer receives direct support from an experience marketer.

From a retailer perspective, the system makes point-of-sale technology work harder and more intelligently; from a customer perspective, individual offers based on real-life data can be marketed to accentuate the personal touch which is often simulated by larger retailers but is rarely genuine.

## Notes to Editors

Founded in 2014, Markadis Ltd is Europe's most progressive company in the card payments sector.

Headquartered in Heathrow, Markadis is driving the card acquiring industry to add value to the retail sector and so the company's marketing solutions are offered with all the costs of card transaction acquiring built-in to an affordable service package.

The company is majority owned by Valitor, a financial institution established in 1983, a group member of VISA EU and a principal member of MasterCard International putting it on an equal footing with all the leading banks in the UK.

For more information;

Mark Casey

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